Local People Attend Display Clinic

The Roanoke Public Library was the scene of an interesting and profitable display clinic last Thursday. The clinic was conducted by Mr. Lou Williams, from the School of Distribution of RPI. Mr. Williams shared with the group his educational training and eleven years experience in the display field.

Mr. Williams gave the three cardinal purposes of display, which are: (1) to sell merchandise, (2) to reflect the character of the store, such as the philosophy of management and the way people in the store work, and (3) to create seasonal moods for seasonal merchandise.

Two of the major principles to understand in a display are design and the use of color. The principles of design are balance, emphasis, and space relationship. Proper balance can be achieved either through formal or informal arrangement. Mr. Williams pointed out the necessity of moving elements toward the center of the display area because the eye travels in an inverted "S." Mr. Williams explained the reasons for creating necessary attention because of the three types of traffic stores are dealing with, which are (1) people just passing your store, (2) people standing in front of your store looking at merchandise in general, and (3) people across the street.

Mr. Williams explained emphasis of display as the "stop light" or "eye arresting attention." The point of emphasis in a display can be obtained by use of free form shapes, colored paper, spot lights, and mannequines. Mr. Williams demonstrated the point of emphasis and warned against too much emphasis.

Space relationship is the optical center which is above the mechanical center. The method of achieving the optical center was demonstrated. Generally speaking, optical center is 2/3 up from the base or floor area of the display.

Use of colors was also emphasized and demonstrated. Mr. Williams pointed out how spot lights would help bring out color. Colors to be used at Christmas and the let down period after Christmas were discussed. Merchants present shared ideas on ways to decorate during the month of January when business is usually slow and it is too early to put out spring merchandise.

The group received information on sources of display ideas and materials. The group also participated in fixing backgrounds for displays. Time was also devoted to individual display problems.

Mrs. Harriett Redding, from Averett's Department Store, and Mrs. Joan K. Smith, Coordinator of DE-DO attended the 2 P. M. to 9 P. M. sessions.

The Representatives of eighty-two nations have voted unanimously to establish an international atoms-for-peace agency.

Virginia Traffic Judges to Meet In Richmond

Richmond, Va.- Judge Paul D. Brown, of Arlington, Chairman for the Virginia Traffic Court Conference to be held in Richmond November 16 and 17, has announced the completed program which will cover such subjects as chemical tests for intoxication, uniform penalties, licence revocations, drag strips and radar.

Called by Governor Stanley at the request of the Association of Judges of the County and Municipal Courts of Virginia, all judges and mayors hearing traffic cases have been invited to attend. In his letter of invitation last September, Governor Stanley wrote, "The Judges of the Commonwealth are in a position to make valuable suggestions for the improvement of traffic safety in Virginia."

The Conference will open with a luncheon, after which Governor Stanley will address the judges. Following, Mr. A. Scott Anderson, Richmond attorney, will discuss a practising attorney's views on Virginia traffic cases. Chemical tests will then come in for their share of attention with Mr. Charles A. Stone of Warrenton, President of the Commonwealth's Attorney's Association of Virginia, reviewing the Virginia statues; Dr. Geoffrey T. Mann, State Medical Examiner, explaining the operation of the tests in general, and Inspector P. W. Crews, of the State Police, outlining the training of troopers in test procedure.

Assistant Attorney General Clarence F. Hicks will review statutes permitting judges to pick up licenses in court. Mr. E. Y. Allen, Director of Field Services, and Mr. G. T. Riggin, Director of Safety Responsibility, both of the Division of Motor Vehicles, will speak on the issuance of suspension of driver licenses and will be followed by Judge Hugh Reid of the Arlington Juvenile and Domestic Relations Court who will touch on the same subjects as well as court permission to obtain licenses. The final session of the afternoon will bring an address on neurological diseases in relation to motor vehicle accidents by Dr. Weir M. Tucker, of Richmond.

At the Conference banquet in the evening, Professor T. Justin Moore, of the University of Virginia Law School will speak on "Code Commission Revision of Traffic Laws."

Evening sessions will include technical discussions on the use of airplanes in control by State Police officers, review of the drag strip question, a talk on city speeding tickets and penalization policies by Judge Vernon Hutchings of Norfolk Traffic Court.

On November 17, Judges Paul D. Brown, Charles A. MacBryde, Jr., of Martinsville, Harry H. Overby, of Campbell County, and Joseph L. Landrum, of Hanover County, Nelson Light, of Pittsylvania County, and A. L. Parrish, of Wise County, will compose a panel to discuss uniform penalties and procedure.

The Navy has developed a tomic charge against sunbathers.

Meet Bill Whittaker —

Part Owner of a Railroad

This is Bill Whittaker, of Roanoke, Va. He is fifteen.

With money earned as route carrier for *The Roanoke Times,* Bill has just bought his second share of Norfolk and Western stock. To buy one share at present value, he has to cover his three-mile route approximately 48 times. That's 144 miles.

A self-financing teen-ager who's a stockholder in a big business may be somewhat surprising to folks who have thought that big business is owned by a privileged few. The fact is that America's millions of stockholders are pretty average folks . . . working for a living, saving what they can, and investing their savings as they think best.

Most of these shareholders have small holdings, too. For example, among the Norfolk and Western's 31,368 stockholders, only 9,115 own as many as 100 shares, while those who own less total 22,253 — small shareholders like Bill Whittaker whose two N&W shares would pay for only a fraction of the bridge structure he's leaning on in the photo.

Sure, railroading is big business — just as you'd expect it to be with millions of Americans believing in it, sharing in it, profiting by it. It's good to realize that the bigger business is, the more it belongs to the people. *Nothing is more representative of freedom and the rights of the individual than a way of life which permits its big, basic businesses to be owned by the people — not just the few, but the countless millions.*

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ey Holland Speaks to Appomattox Distributive Education Class

Thursday morning the Distributive Education class of Appomattox High School heard a successful businessman, Mr. Ivey Holland, explain the need for real selling and the opportunities available in the field of distribution.

Holland pointed out the need for selling all that is produced because if it is not sold then the producers would be forced to lay off his employees, thus cutting their purchasing power. With the purchasing power of one group cut, other groups would become unemployed and a vicious circle would result.

Speaking of production, Mr. Holland stated that at the rate this country is producing the American dollar could exist on one half of what is produced and live better than most of the other peoples of the world. The rate of production calls for the need for real selling. Ninety per cent of what is bought are items that a customer would want and therefore classed as automatic sales. The other fifty per cent are purchased because the salesperson created a desire on the part of the customer and this is known as real selling. If people did not buy it would not be produced this would result in a cut on production and our national economy.

Holland emphasized that distribution is a science. He illustrated this by giving examples of two types of salesmen. The "order taker" gets just what the customer asks for. The other type is the salesman who creates a desire on the part of the customer. There is nothing wrong with creative selling because the customer must always know what he wants and needs. The customer asks only for his immediate needs," stated Mr. Holland.

Holland told the DE students that they have an opportunity to sell regardless of where they are working. We have been living in a sellers market which required little effort of selling, but times have now changed as production has caught up with man. He also pointed out that there would be a need in the next six months for an additional 500,000 salesmen.

The DE students were told what their employers should do. Among them were that the employer should expand the knowledge and training of the student, compensate the student, and provide healthy and safe working conditions. The students are obligated to the employer to conduct themselves in such a manner that their efforts will contribute to the employer's business. Mr. Holland also said to the class, "Your success and the employer's success are tied up together.

"In business you must remember that people are most important. A salesman must realize he has to sell a person, not a robot," warned Mr. Holland.

Mr. Holland closed his beneficial and interesting talk by stating he was glad the Distributive Education course is being offered in the Appomattox High School because he felt there was a definite need for such training.

TOURIST "TRAP"

Roundup, Mont.- This small Eastern Montana community is making it hard for tourists to pass through. They are liable to "arrest" for "operating a vehicle with out-of-state license plates." The police chief, siren wailing and red light flashing, occasionally stops a tourist car as it prepares to leave the city. The "sentance" for driving through Roundup with out-of-state plates includes a free night's lodging, dinner with the Mayor, a free movie, free breakfast, and a wash and lubrication job for the car.

RAISES RATES AT LAST

Genteeo, N. Y.- For the first time since the Livingston County Republican, a week ly newspaper, was founded in 1837, the publisher announced that subscription rates would be increased from the original rate of $2 per year to $3 a year. Rising production and distribution costs made the increase necessary, the publisher announced.

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From where I sit ... *by* Joe Marsh

There'll Always Be An "Expert"

Drove out to see how they're moving along with the new superhighway that's going to pass through town.

While I was there a fussy little guy—a spectator, like me—came up to the foreman on the job and started making all sorts of suggestions: "Shouldn't it go a little farther left there? . . . Why don't you bank the curves more? . . . those ditches are awful close" . . . and so, on and on.

The foreman took it as long as he could, then asked politely, "How does she look for length?"

From where I sit, free advice is called "free" because it's usually not worth much. That little fellow was typical of the kind of "expert" who can't resist getting in digs—about how you work, what you wear, why you happen to prefer a glass of beer with your supper. People like that don't mean to be troublemakers . . . but the road to real intolerance is paved with their good intentions.

Joe Marsh

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Sarah Anne's COOKING CLASS

On Thanksgiving there will be gatherings of families and friends. If you would make this occasion a memorable one, plan early in the week—thus relieving the strain of last minute details.

Here are some recipes that will assist the hostess during the stay of her guests.

Thanksgiving Canape

Toast thin rounds of bread until a delicate brown. Spread with pimento butter made by mixing mashed pimiento with creamed butter. Slice hard boiled eggs and remove the yolks. Press the yolks through a sieve and let fall generously over buttered tost.

In the center of each piece of toast, place a ring of egg white and fill the center with finely chopped pickled beets.

Sea Food Croquettes

1 cup flaked crabmeat
1 cup cleaned and finely cut shrimp
Salt and pepper
Juice of 1-2 lemon
1 cup thick white sauce

Mix the meat and season with a little salt, pepper and lemon juice. Add to the white sauce and mix well. Spread on a platter to cool. Shape into balls, make a depression in the top of each ball. Roll them in fine bread crumbs, dip in egg slightly beaten, again in crumbs and fry in hot deep fat. Drain and fill the depression with a little tartar sauce.

Garnish with a bit of green and lemon cut in fancy slices.

Pecan Cake

3-4 lb. butter
7 eggs
1 lb. flour
1 lb. shelled pecans
2 teaspoons baking powder
1 teaspoon nutmeg
1-2 pint rose water
1 1-2 lbs. raisins
1-2 lb. citron

Cream butter and sugar, add eggs beaten separately and 1-2 the flour.

Dredge the fruit with the other half of the flour. Add nuts, raisins and citron which have been cut thin.

Bake in an angel cake pan in oven 275 degrees for one hour.

Scalloped Eggs and Asparagus

6 hard boiled eggs
1 1-2 cupos white sauce
Salt and pepper
3-4 cup buttered crumbs
2 dozen stalks asparagus

Alternate in a greased baking dish, layers of sliced, hard-boiled eggs and asparagus which have been sprinkled with salt and pepper and white sauce. Put buttered crumbs over the top.

Bake in an oven 400 degrees.

Almond Sweet Potatoes

Pare sweet potatoes and boil until tender. Mash well, season with salt, pepper, butter and cream. Beat until light. Add chopped almonds.

Put in greased baking dish, cover top with whole marshmallows. Bake in an oven 350 degrees until the marshmallows are brown.

Harvest Salad

3 cups shredded cabbage
2 canned pimientoes
1 tablespoon minced onion
1 green pepper
3-4 cup grated raw carrot
Celery and mayonnaise

Cut the pimiento and green pepper into short thin strips and combine with the cabbage and onion. Mix lightly with mayonnaise.

Select tender, surved stalks of celery and fill with carrots mixed with mayonnaise. Then cut crossways in 1-2 inch slices.

Arrange the lettuce and garnish with the celery strips.

Cheese and Spinach Timbales

2 cups cooked spinach
1-2 teaspoon salt
3 eggs
Pepper
2-3 cup milk
2 tablespoons butter
1-2 lb. American cheese, grated

Chop spinach very fine. Beat the egg yolks, add milk, melted butter, cheese, seasonings, and stir while beating.

Mix 1-2 of cheese sauce with the spinach and fold in stiffly beaten egg whites. Fill buttered timbale molds with mixture and place in a pan of hot water, and bake in a moderate oven until firm.

Turn out on a hot plate, garnish with slices of hard boiled eggs, and pour the rest of the cheese sauce around the timbales.

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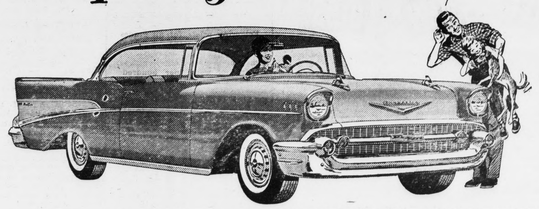

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